



# UNMASKING



## HTML EMAILS

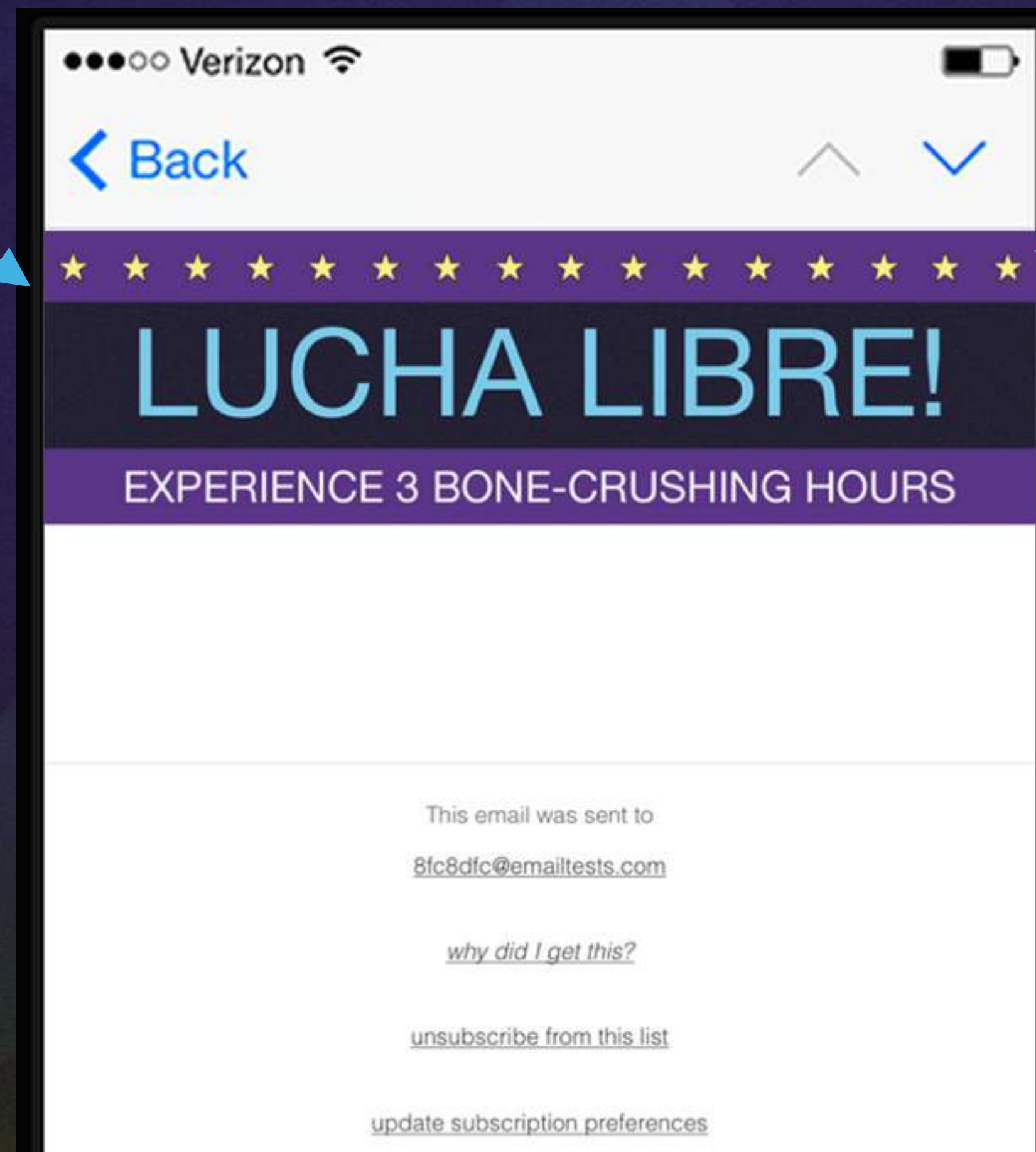
Level 3 - Mucho Media Queries



# Problem: Fixed widths cause zoom

To assist with reading, iOS mail will zoom out if there are widths greater than the viewport.

320px container



600px table triggers zoom to fit

UNMASKING  
HTML EMAILS



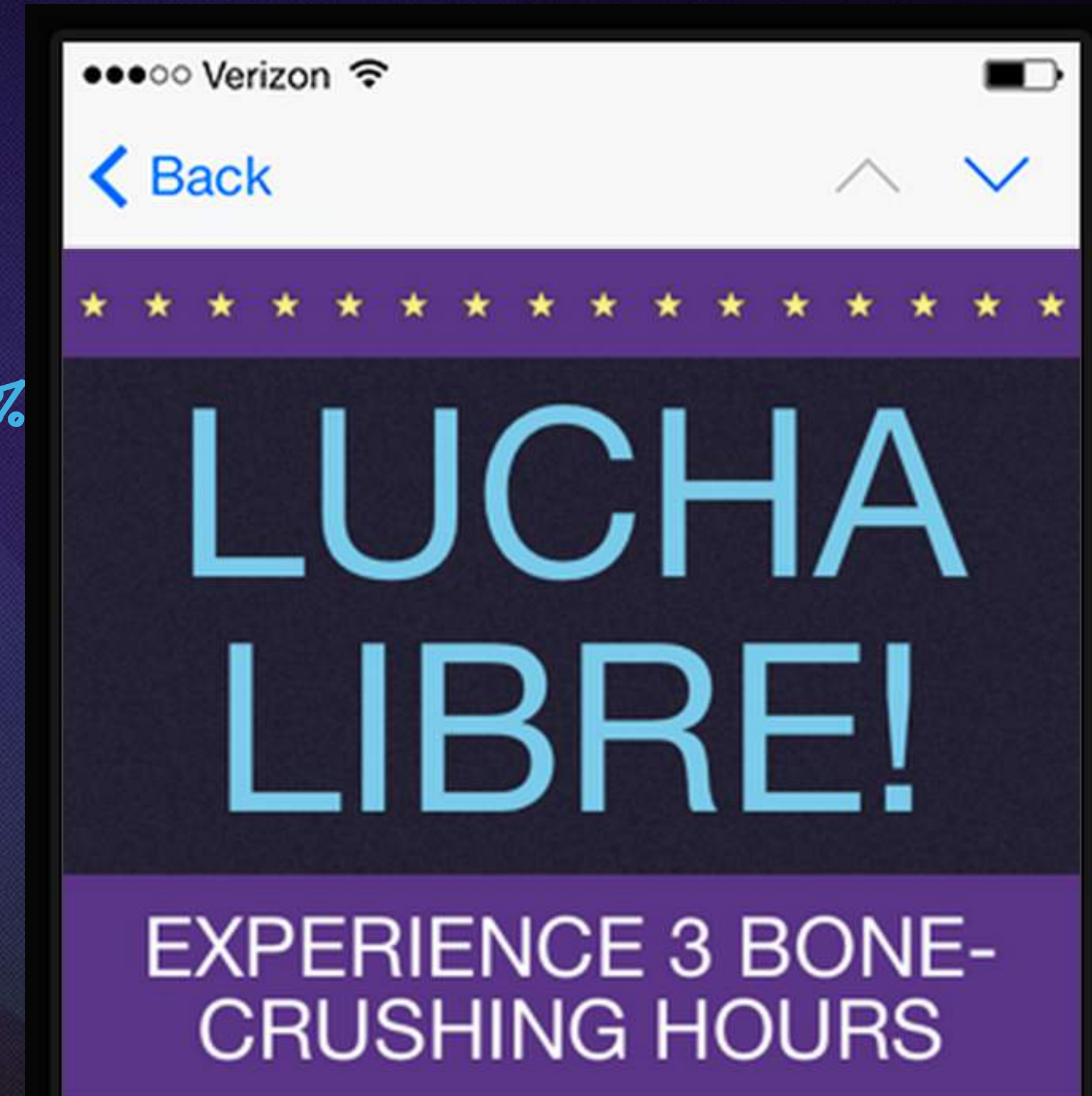
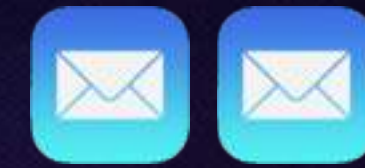
# Solution: Use a class and a full percentage width

Use 100% width for fixed width tables.

email.html

```
...
<head>
  <style>
    .width-full {
      width: 100% !important; }
  </style>
</head>
...
...
<body ... >
  <table ... class="width-full" width="600">
    ...
  <table ... class="width-full" width="600">
    ...
  <table ... class="width-full" width="600">
    ...
</body>
...
```

Width is now 100%





# Using max-width media queries

Override styles up to the inline width of the container.



email.html

```
...  
<style>  
  @media screen and (max-width: 600px) {  
    .width-full {  
      width: 100% !important; }  
  }  
</style>  
...
```



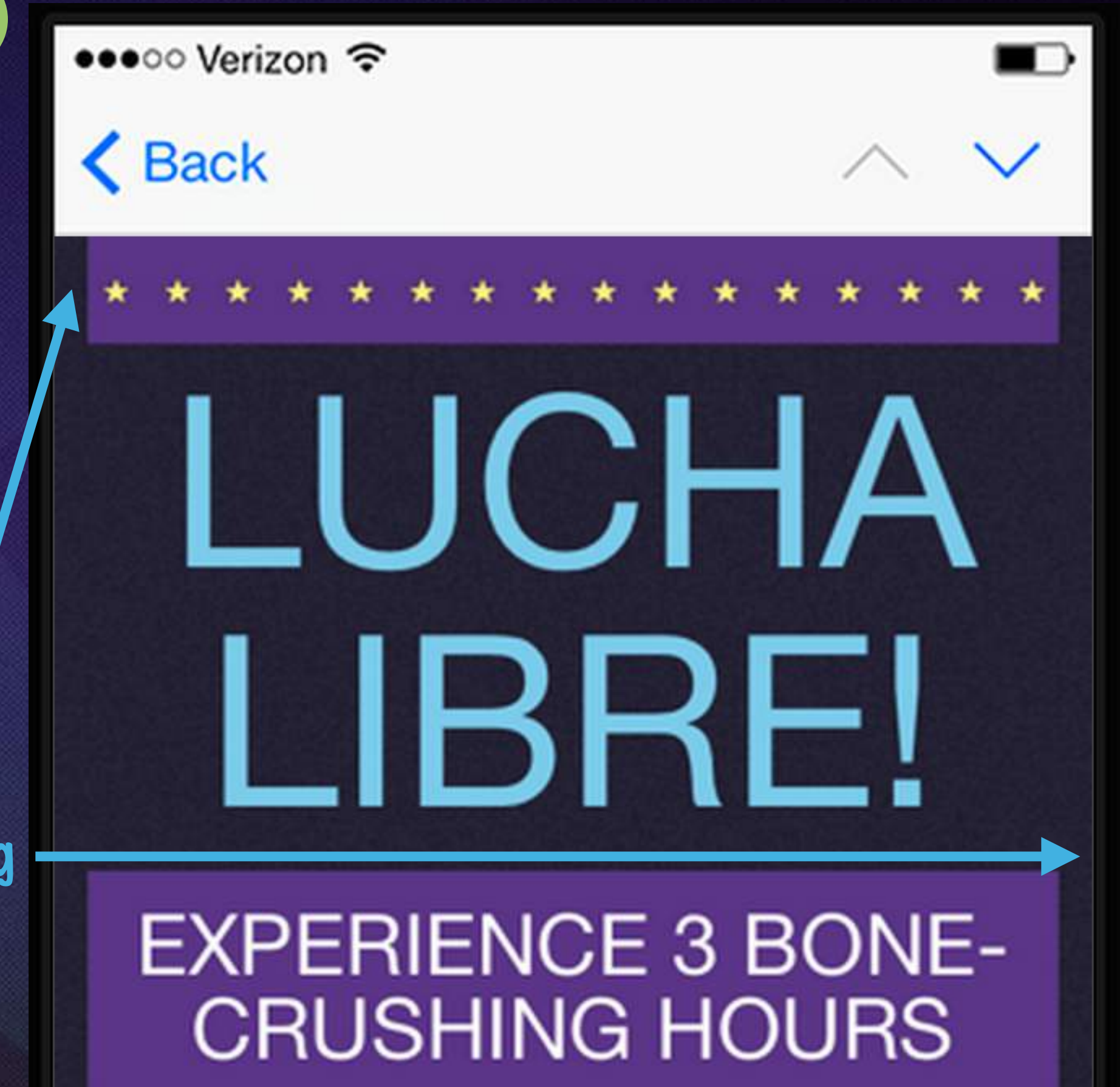
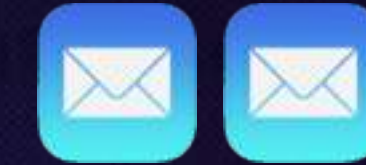


# Adding spacing to the sides of the table

Add left and right padding to the cell of the main wrapper table.

email.html

```
...  
<body ... >  
  <table ... class="width-full" width="100%">  
    <tr>  
      <td style="padding: 0 10px;">  
        <table ... class="width-full" width="600">  
      ...  
    ...  
  ...
```



10px spacing



# Problem: The 2 columns need to stack

We need a way to override the default behavior for the table cells.



We want the 2 cells to stack

The default alignment is horizontal



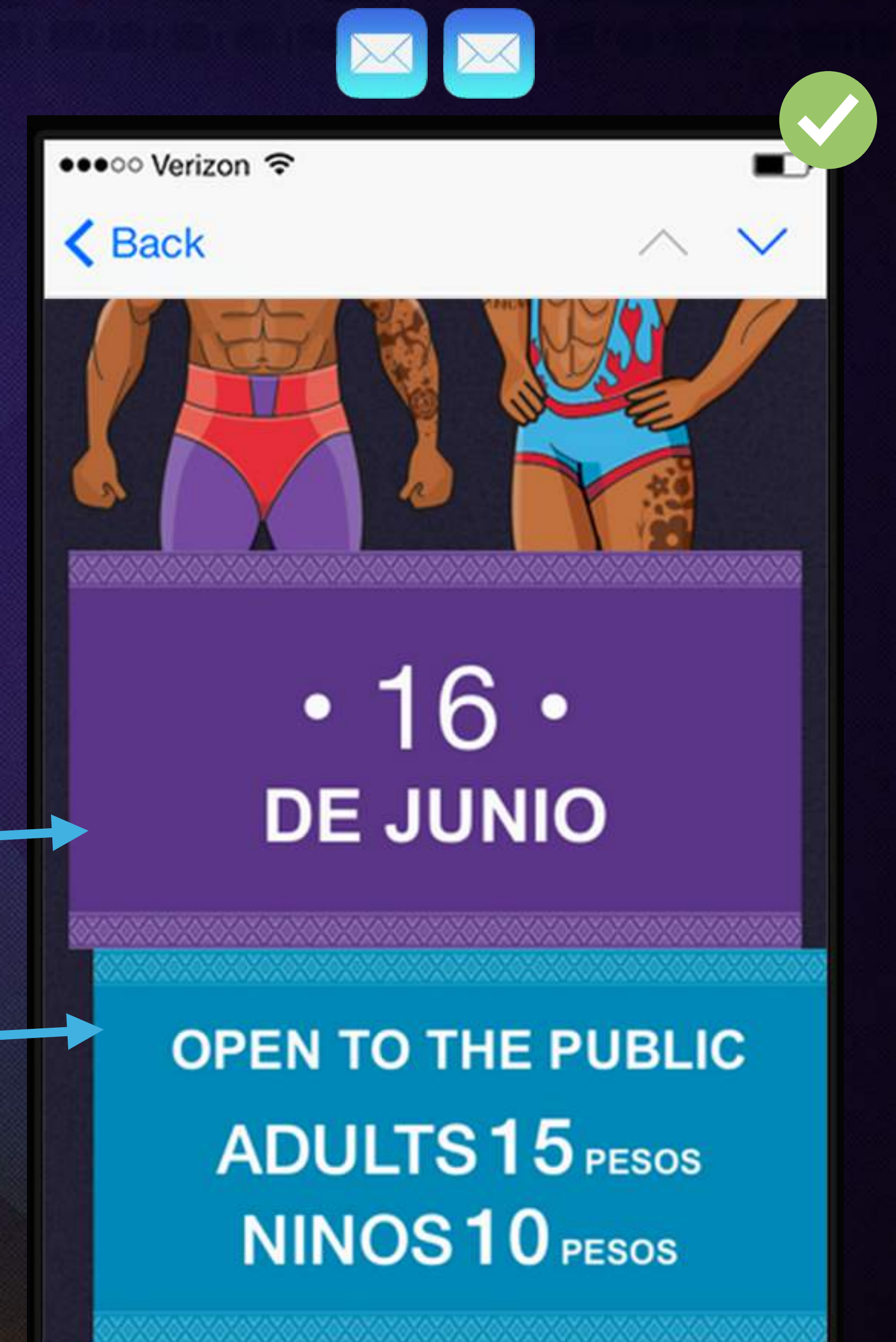


# Solution: Use a class to force stacking

Set the table cells to display block and 100% width.

email.html

```
...  
<style>  
  @media screen and (max-width: 600px {  
    ...  
    .stack-column {  
      display: block !important;  
      width: 100% !important; } }  
</style>  
...  
<body>  
  <table ... class="width-full" width="600">  
    <td class="stack-column"  
      style="padding-right: 10px;">  
      ...  
    <td class="stack-column"  
      style="padding-left: 10px;">  
      ...  
  </table>  
...
```





# Problem: The stacked columns are misaligned

We need to remove the padding that is applied at full width.





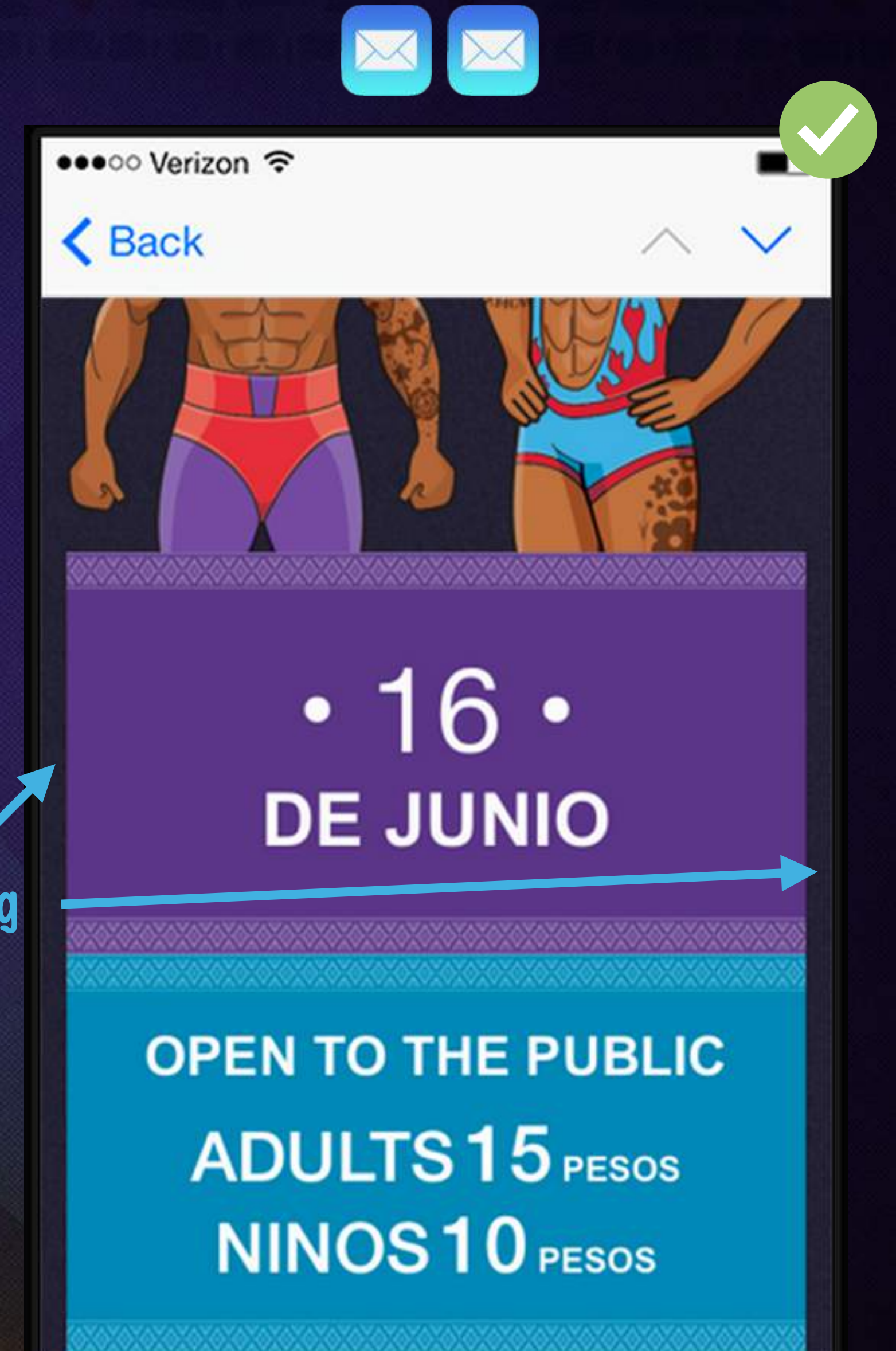
# Solution: Add a property to reset padding

Set padding to 0 for the stacked columns.

email.html

```
...  
<style>  
  @media screen and (max-width: 600px {  
    ...  
    .stack-column {  
      display: block !important;  
      padding: 0 !important;  
      width: 100% !important; } }  
</style>  
...  
<table ... class="width-full" width="600">  
  <td class="stack-column"  
    style="padding-right: 10px;">  
    ...  
  <td class="stack-column"  
    style="padding-right: 10px;">  
    ...  
...
```

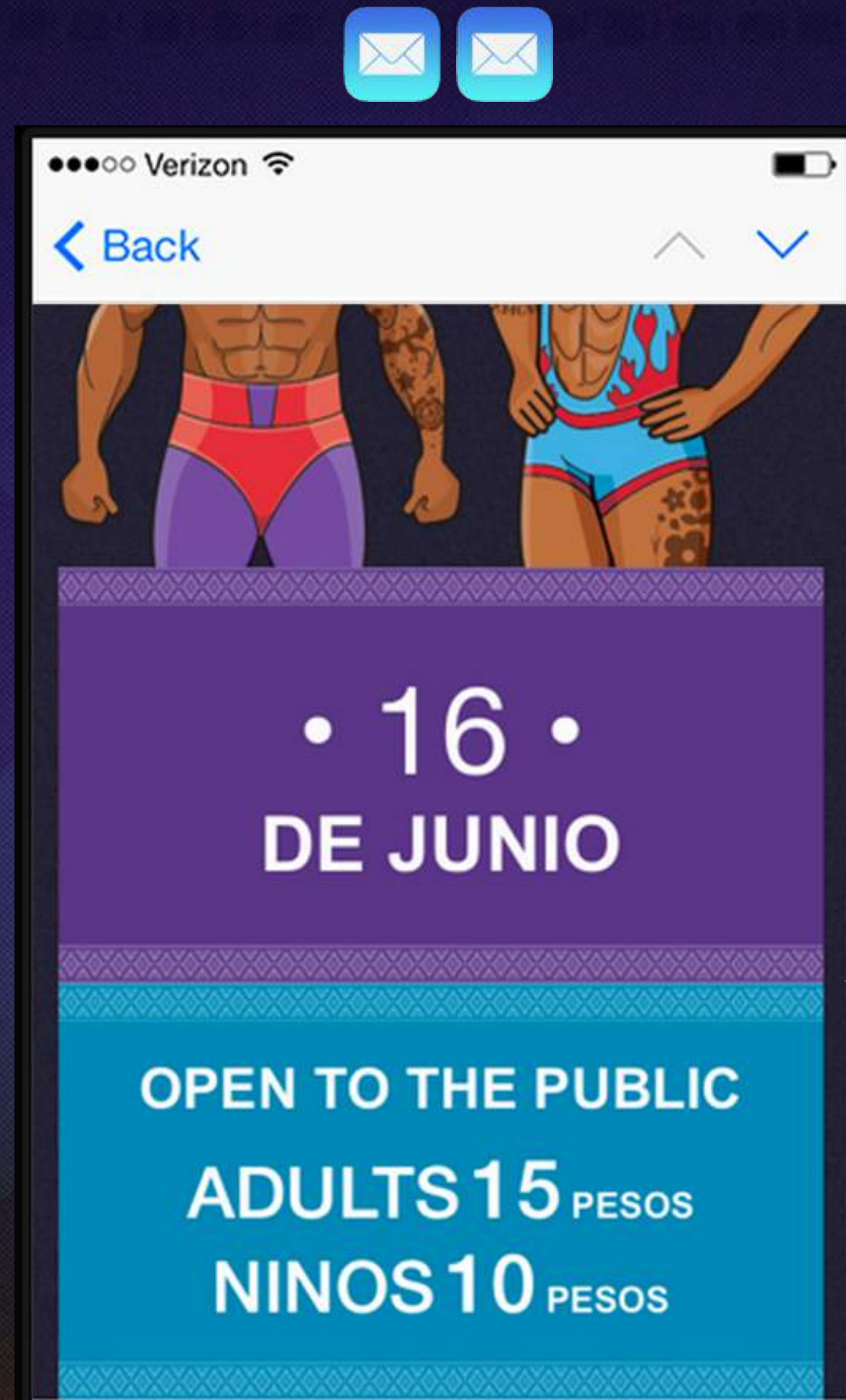
Forces 0 padding





# Problem: The stacked columns need vertical space

There needs to be padding to separate the 2 tables.



We want 20px of space



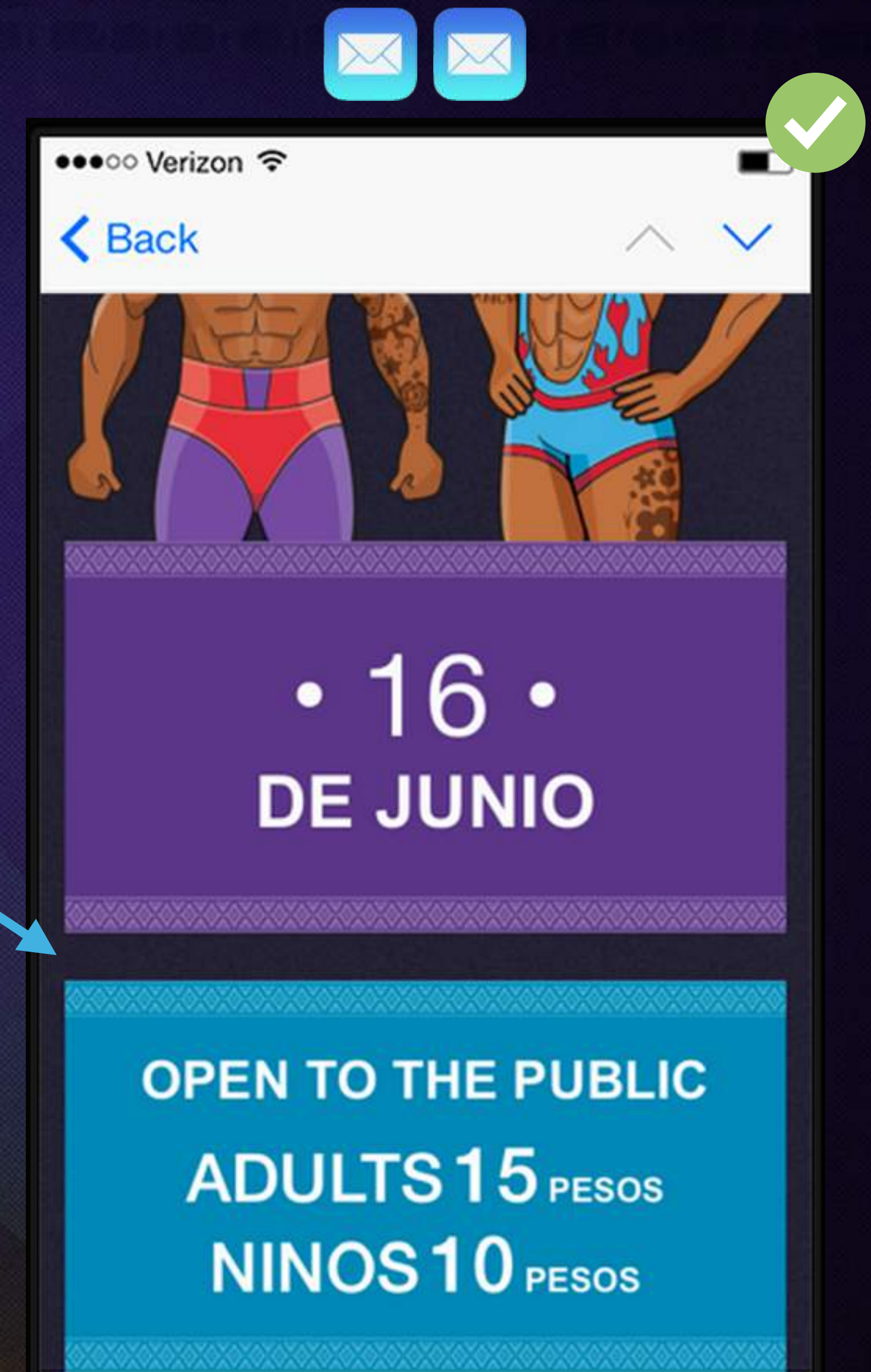
# Solution: Use a class to add top padding

Add padding-top back to the second column.

email.html

```
...  
<style>  
  @media screen and (max-width: 600px {  
    ...  
    .stack-column-two {  
      padding-top: 20px !important; } }  
</style>  
...  
<table ... class="width-full" width="600">  
  <td class="stack-column"  
    style="padding-right: 10px;">  
    ...  
  <td class="stack-column stack-column-two"  
    style="padding-right: 10px;">  
    ...  
...  
...
```

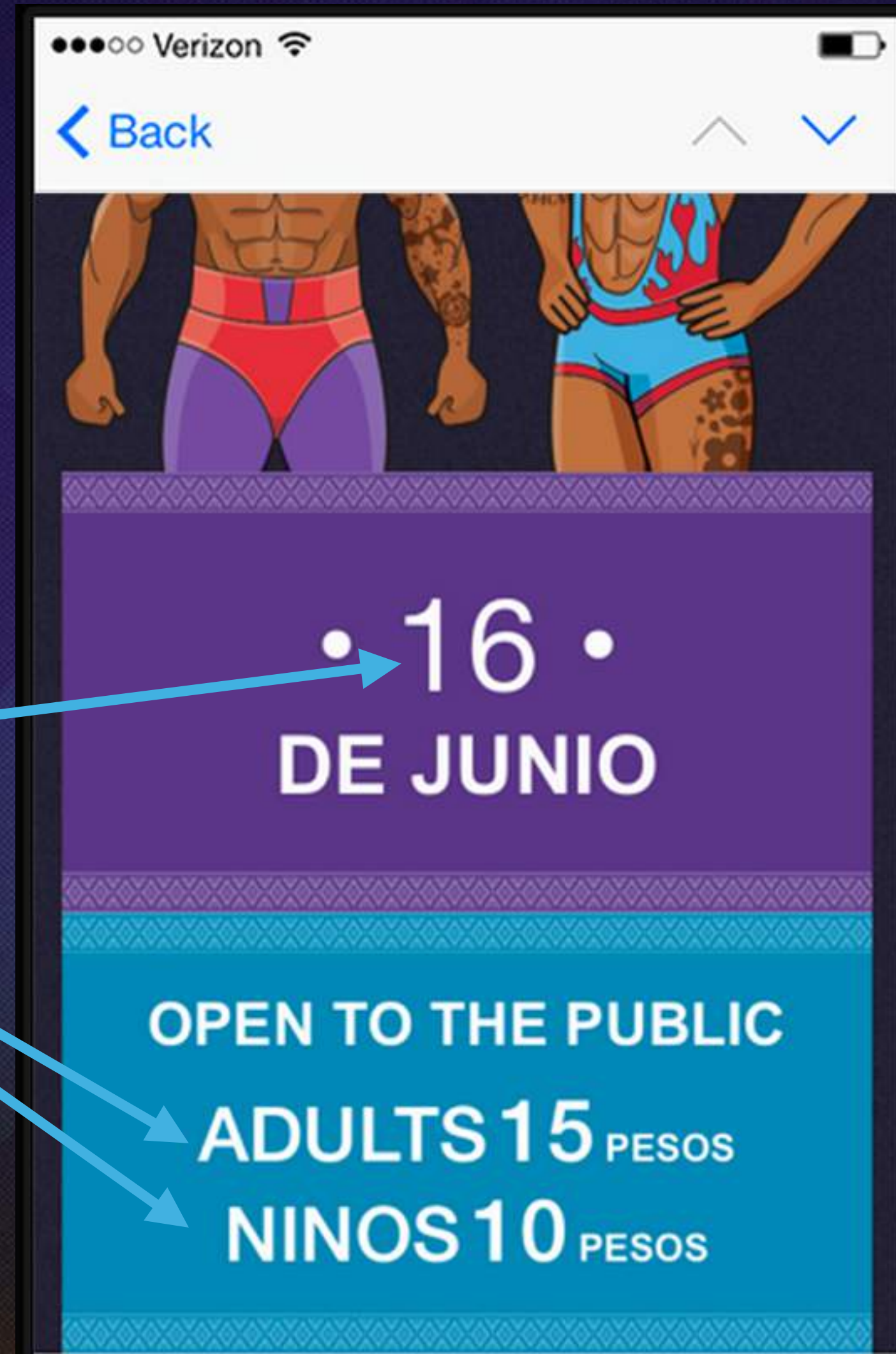
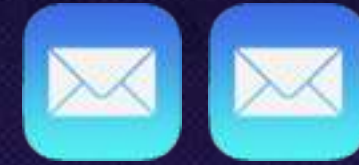
Adds 20px





# Problem: Font is incorrect

Arial Black is not available on all operating systems.



Arial Black is missing



# Solution: Add well-supported fonts

Update the font stack and style for all instances of Arial Black.

email.html

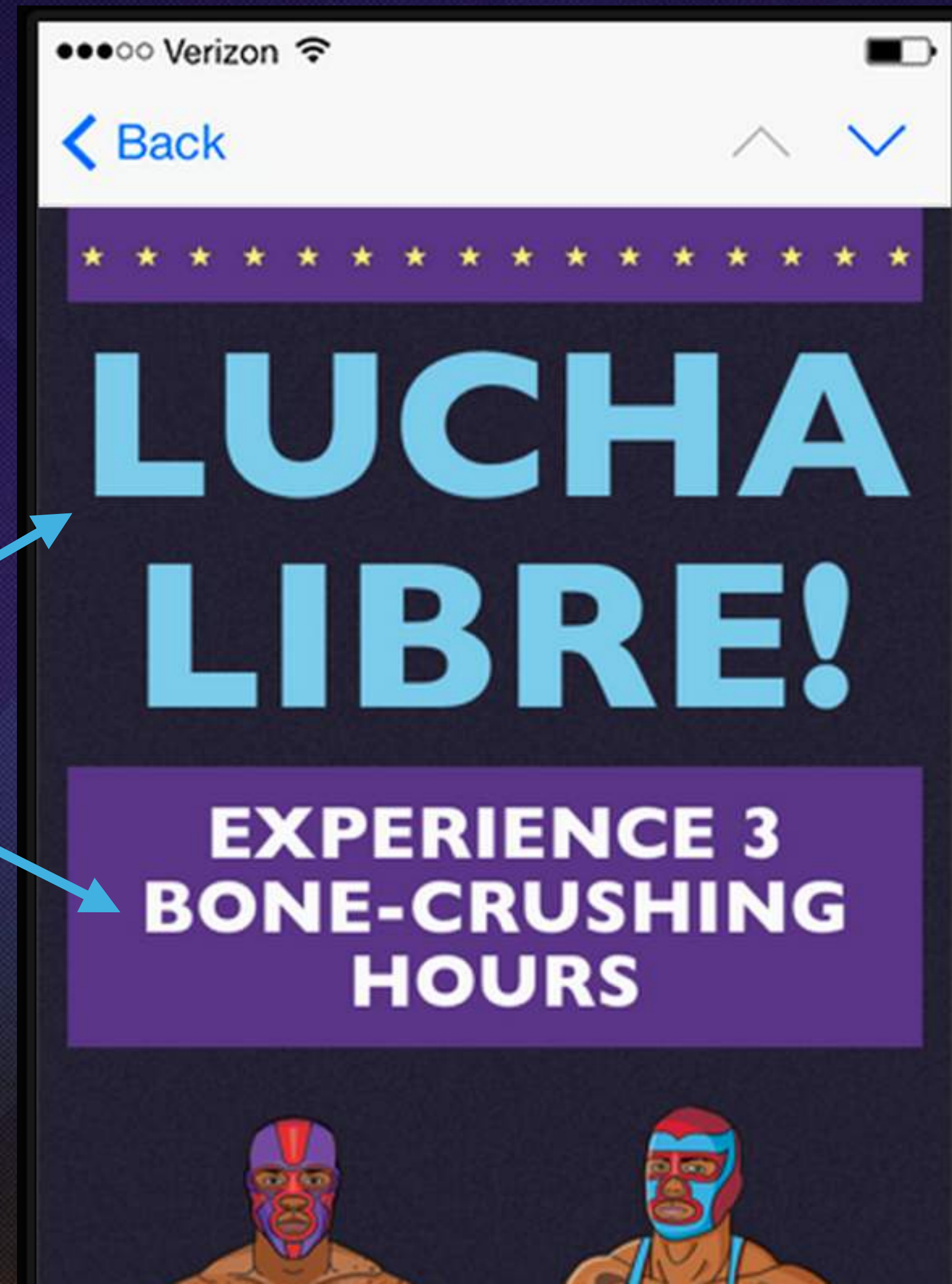
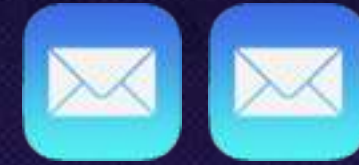
```
...  
<td style="color: #7fcce9;  
        font-family: 'Arial Black', 'GillSans-Bold',  
'Arial Bold', Arial, sans-serif;  
        font-size: 74px;  
        line-height: 74px;  
        padding: 5px 0 10px 0;  
        text-transform: uppercase;">  
    Lucha Libre!</td>  
...  
<td ...>Experience 3 Bone-Crushing Hours</td>  
...  
<td ...>&bull; 16 &bull;</td>  
...  
<td ...><span ... >Adults</span>...</td>  
...  
<td ...><span ... >Ninos</span>...</td>
```





# Problem: Font and spacing is large

The size of the text and the space between it should be reduced.



We want these to fit on one line



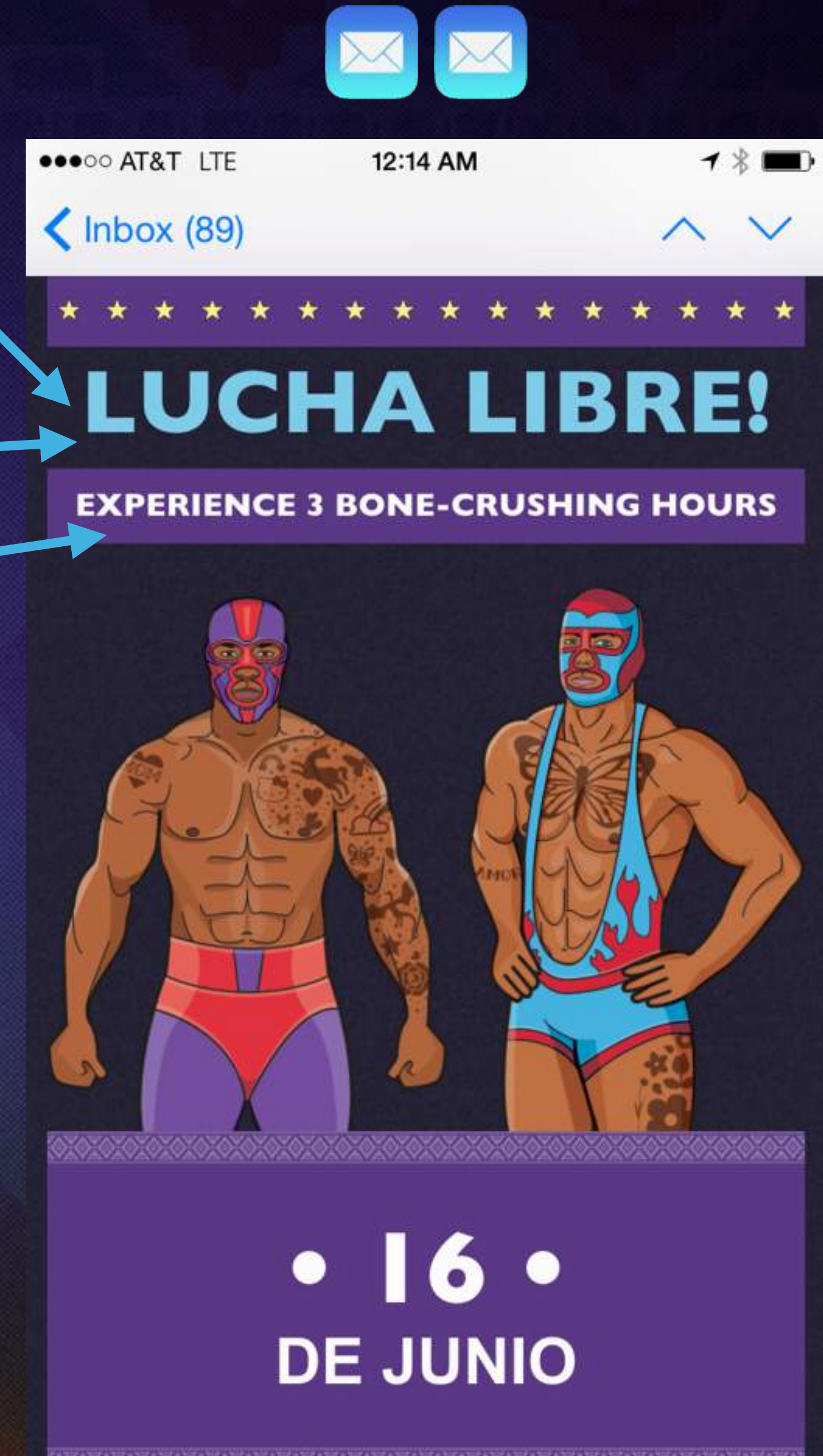
# Solution: Reduce font size for small screens

Add a class and style for all text that needs to be resized.

email.html

```
...  
...  
@media screen and (min-width: 321px)  
and (max-width: 375px) {  
  .email-title {  
    font-size: 42px !important;  
    line-height: 42px !important; }  
  .email-slogan {  
    font-size: 15px !important;  
    line-height: 15px !important; }  
  ... }  
...  
<td ... class="email-title">  
  Lucha Libre!  
...  
<td ... class="email-slogan">  
  Experience 3 Bone-Crushing Hours  
...
```

Text is now one line





# Reduce padding for small screens

Use classes to override inline padding styles.

email.html

```
...  
...  
@media screen and (max-width: 599px) {  
  .email-stars {  
    padding: 5px 0 !important; }  
  .email-title {  
    padding: 2px 0 3px !important; }  
  ... }  
...  
<td ... class="email-stars">  
    
...  
<td ... class="email-title">  
  Lucha Libre!  
...
```

